

ABSTRACT

Electronically initiating a purchase of an item using a computer includes establishing a communication between a processor and a removable electronic storage medium. The storage medium has at least one image of at least one item stored thereon. An image of an item is accessed from the storage medium and the accessed item image is viewed on a display in communication with the processor. If desired, the user electronically selects the item for purchase. An item selection automatically causes purchase data on the item to be displayed in a "shopping cart" and stored on a writable memory device in communication with the processor. Order information may be stored for subsequent recall and submission to the vendor.